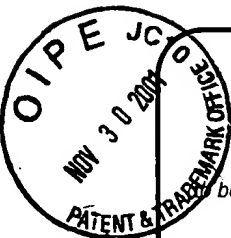


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HDP/SB/21 based on PTO/SB/21 (08-00)

Please type a plus sign (+) inside this box → ☐

TRANSMITTAL FORM

be used for all correspondence after initial filing)

Application Number 09/736,456

Filing Date December 14, 2000

First Named Inventor P. Hunt et al.

Group Art Unit

Examiner Name

Attorney Docket Number 6550-000050

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Total Number of Pages in This Submission

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ENCLOSURES (check all that apply)

☐ Fee Transmittal Form☐ Fee Attached☐ Amendment / Response☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☒ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Response to Missing Parts/
Incomplete Application☐ Response to Missing
Parts under 37 CFR
1.52 or 1.53☐ Assignment Papers
(for an Application)☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a
Provisional Application☐ Power of Attorney, Revocation
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) _____☐ After Allowance Communication to
Group☐ Appeal Communication to Board of
Appeals and Interferences☐ Appeal Communication to Group
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s)
(please identify below):Form HDP-1449; 4 U.S. Patent
Documents; 2 Foreign Patent
Documents; 1 Other Document

Remarks

The Commissioner is hereby authorized to charge any
additional fees that may be required under 37 CFR 1.16 or 1.17
to Deposit Account No. 08-0750. A duplicate copy of this
sheet is enclosed.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm
or
Individual name

Harness, Dickey & Pierce, P.L.C.

Attorney Name
Monte L. FalcoffReg. No.
37,617

Signature

Date

November 30, 2001

CERTIFICATE OF MAILING/TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231, or facsimile transmitted to the U.S. Patent and Trademark Office on the date indicated below.

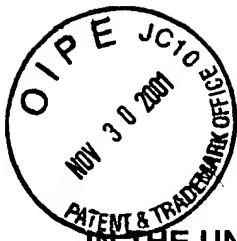
Typed or printed name

Monte L. Falcoff

Signature

Date

November 30, 2001



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/736,456
Filing Date: December 14, 2000
Applicant: P. Hunt et al.

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Group Art Unit:

Examiner:

Title: METHOD AND SYSTEM OF REAL-TIME
OPTIMIZATION AND IMPLEMENTATION OF CONTENT
AND ADVERTISING PROGRAMMING DECISIONS FOR
BROADCASTS AND NARROWCASTS

Attorney Docket: 6550-000050

Commissioner of Patents and Trademarks
Washington, D.C. 20231

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

The Examiner is advised that the references listed on the attached PTO Form 1449 have come to the attention of the Applicants and/or Applicants' attorney. Copies of these references are enclosed herewith for the convenience of the Examiner.

It is respectfully submitted that the claims presently pending in this application clearly distinguish over each of the references cited both individually as well as in combination and favorable consideration and allowance thereof is courteously requested.

Pursuant to 37 C.F.R. 1.97(e)(1), Applicants' representative certifies that each item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee should be due, however, the Commissioner is authorized to charge any fee due under 37 C.F.R. 1.17(p) to Applicants' Deposit Account No. 08-0750.

Respectfully submitted,

Dated Nov. 30, 2001

By: 
Monte L. Falcoff
Reg. No. 37,617
Attorney for Applicant

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	6550-000050	09/736,456
	APPLICANT	
	P. Hunt et al.	
	FILING DATE	GROUP
	December 14, 2000	

U.S. PATENT DOCUMENTS						
Ref. Desig.	Examiner's Initials	Document Number	Date	Name	Class/ Subclass	(If appropriate) Filing Date
1.		5,931,901	8/3/1999	Wolfe et al.		
2.		5,933,811	8/3/1999	Angles et al.		
3.		6,038,591	3/14/2000	Wolfe et al.		
4.		6,161,142	12/12/2000	Wolfe et al.		

FOREIGN PATENT DOCUMENTS						
Ref. Desig.	Examiner's Initials	Document Number	Date	Country	Class/ Subclass	Translation Yes No
1.		EP 0 822 535 A2	4/2/1998	European Patent Office		
2.		WO 98/58334	12/23/1998	World Int. Property Org.		

OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, etc.)		
Ref. Desig.	Examiner's Initials	
1.		International Search Report for PCT/US01/01602, 3 pages

Examiner:	Date Considered:
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EXAMINER: Please initial if citation considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.